

**YOU CAN'T
HELP
INHALING-BUT
YOU CAN
HELP
YOUR THROAT!**



THAT'S vital because all smokers sometimes inhale. And inhaling increases the chance of irritation. So—read what eminent doctors report, after comparing the five leading cigarettes. They find that:

IN STRIKING CONTRAST TO PHILIP MORRIS—IRRITANT EFFECTS OF THE FOUR OTHER LEADING CIGARETTES AV-
ERAGED MORE THAN THREE TIMES AS HIGH—AND LASTED
MORE THAN FIVE TIMES AS LONG!*

If you smoke PHILIP MORRIS you have this proved protection added to finer pleasure . . . no worry about throat irri-
tation even when you inhale!



**CALL FOR
PHILIP MORRIS**

AMERICA'S FINEST CIGARETTE!

* Fully reported in authoritative medical journals.

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**YOU CAN'T HELP
INHALING—BUT
YOU CAN HELP
YOUR THROAT!**



All smokers inhale, sometimes. And inhaling increases the CHANCE of irritation. But—note this difference between leading cigarettes! Eminent doctors compared the five leading brands . . . and report that:

IN STRIKING CONTRAST TO PHILIP MORRIS—IRRITANT EFFECTS OF THE FOUR OTHER LEADING BRANDS AV-
ERAGED MORE THAN THREE TIMES
AS HIGH—AND LASTED MORE THAN
FIVE TIMES AS LONG!*

*So—even when you inhale—you have pro-
tection added to your
enjoyment if you
smoke PHILIP MORRIS!*

**FINER PLEASURE
PLUS
REAL PROTECTION.
AMERICA'S FINEST
CIGARETTE!**



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